



## NIEHS

Environmental Solutions to Obesity in  
America's Youth

June 2, 2005



# Brief History of America on the Move (AOM)

- 2001** Colorado On the Move – pilot project
- 2002** Governor Owens launches Colorado on the Move as Statewide Program
- 2003** America On the Move national launch
- 2004** 20 AOM State Affiliates
- 2005** AOM Day of Action



# AOM Research

- Wyatt et al. J. Physical Act & Health 1:181-190, 2004
- Wyatt et al. Med. Sci Sport & Ex 37:724-730, 2005





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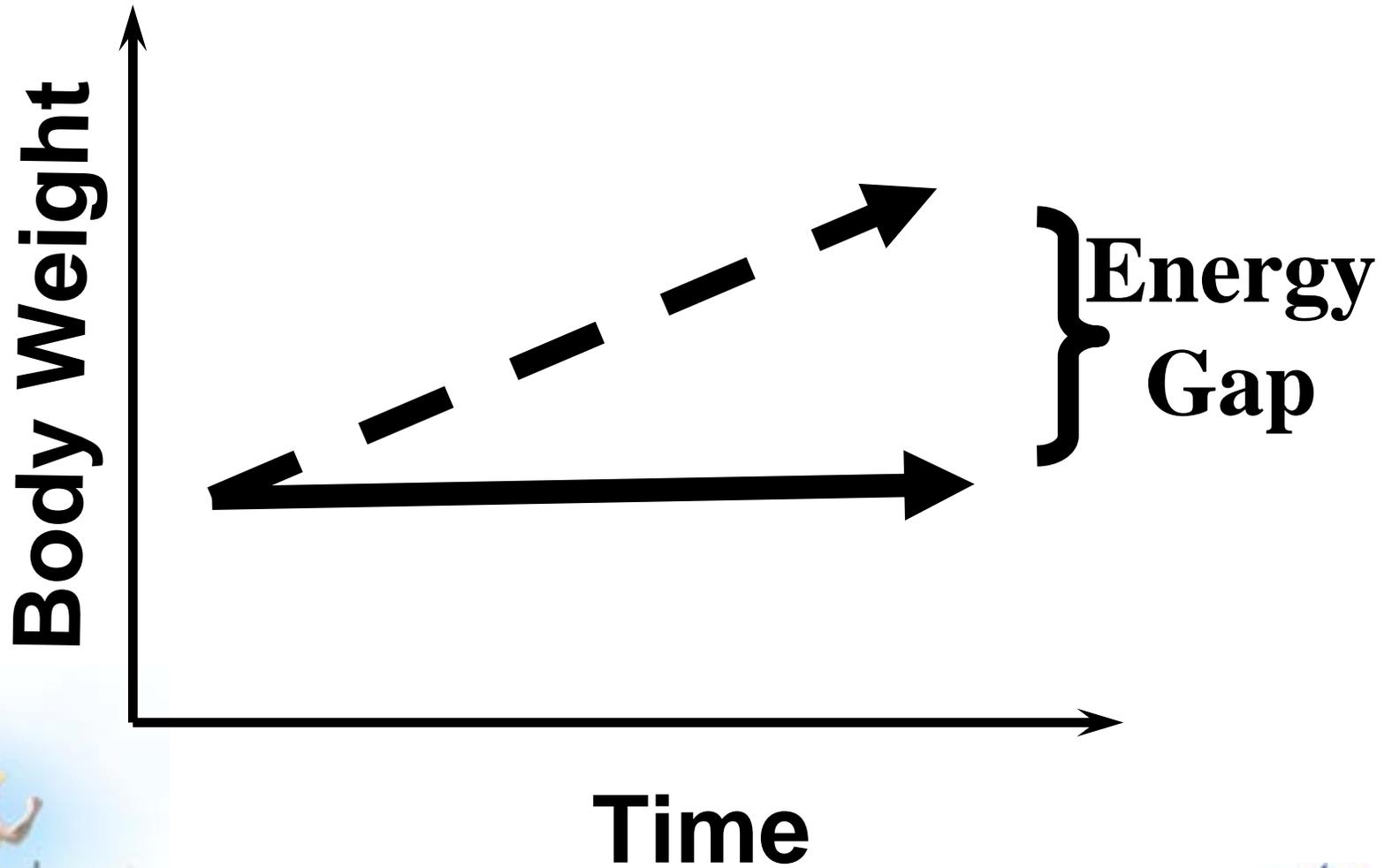
# 155 Million Americans are Seeking a Healthier Lifestyle

- **7 in 10 Americans aged 13+ are trying to lose weight...**
  - Similar to smoking and not wearing seat belts, the majority of Americans know the risks of obesity and being overweight.
- **But we still have a public health crisis**
  - The effects of obesity on our children, families and communities are far-reaching but **can** be prevented and **are** reversible
    - Nearly two-thirds of the American population is overweight or obese\*
    - Obesity is a greater trigger for health problems and increased health spending than smoking or drinking. Individuals who are obese have 30% to 50% more chronic medical problems. \*\*
    - More children are overweight than 10 years ago and *we are raising a generation of children who are at risk to die before their parents* due to obesity related illness\*\*\*

\* U.S. Health and Human Services, 2003  
\*\* Roland Sturm, UCLA/RAND  
\*\*\* Minnesota Medical Association



We know we need to change behavior, but...how much change is needed?



# America On the Move® Mission

**To improve health and quality of life by promoting healthful eating and active living among individuals, families, communities and society.**

## **We do this by:**

- *Bringing scientists and non-scientists together from multiple disciplines to synthesize and stimulate new knowledge*
- *Effectively translating cutting-edge science into accessible information and processes for easy use by individuals, groups and organizations that can positively affect health behavior*
- *Empowering individuals to take control of their own health by initiating and sustaining **small measurable changes**, and enabling them to take action to improve the health of their families and communities*
- *Applying the small change approach to environmental and social change*



# So, what's it all about?

- AOM is a national **obesity prevention and healthy lifestyle** initiative designed to help people make **small changes** in their physical activity and eating choices, *and* take action in their communities to promote environments that foster and sustain a healthy weight.
  - 78% of Americans believe that making small changes can improve their health\*
  - Just 9% believe that only big changes will improve their health\*
- A fun, easy, **science-based approach** that easily integrates into busy lives
- A nationwide **network of grassroots Affiliates** creating and sustaining community change
- A **public-private effort** bringing tested programs with proven results to the community - schools, worksites, faith-based groups, legislators, etc.

\*America On the Move, Harris Interactive, June 2003

**SIMPLE • FUN • FLEXIBLE • EFFECTIVE**



# Engaging Americans

Website/1-800#      Affiliates      National Delivery Partners      Public/Private Partnerships

America On the Move Programs

The Consumer



# A Healthier Lifestyle begins with Balance

**Small Daily Changes = BIG Results**

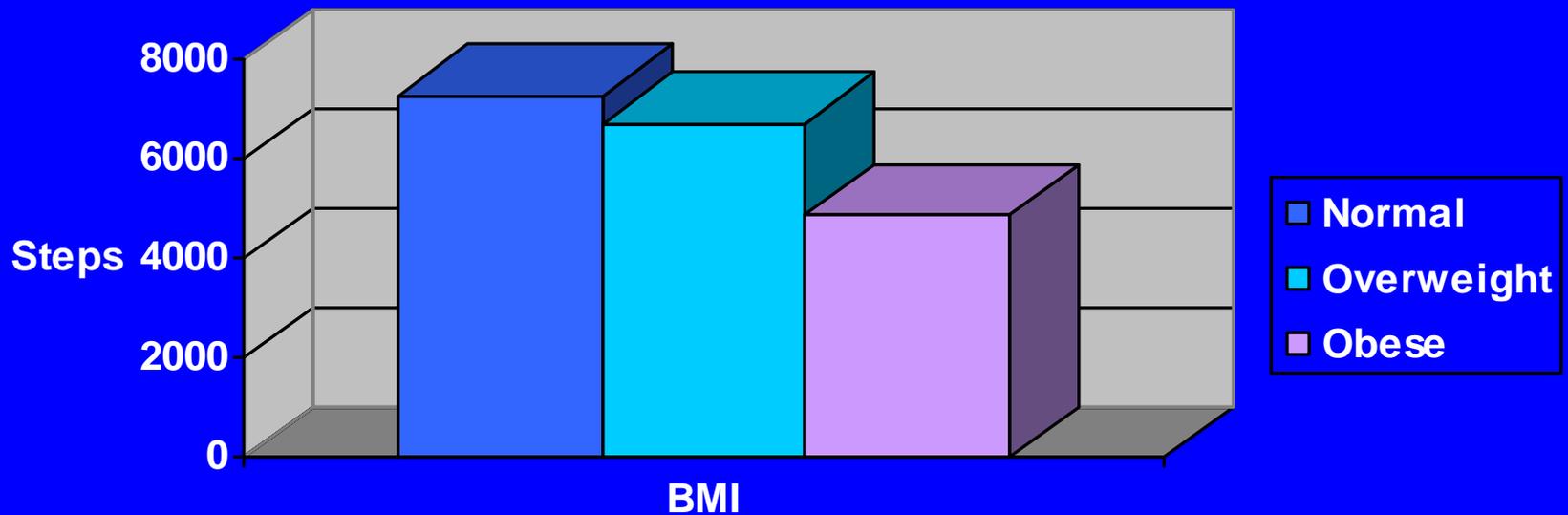


*Achieving energy balance can stop the average yearly weight gain of one to two pounds and halt the spread of obesity*



# Steps and BMI

Figure 7: Steps Per Day by BMI



Normal weight individuals average about 2000 more steps/day than obese individuals



# Average Steps/Day in 3 Surveys

	Men	Women	% obese
Colorado	6733	6384	16.0
U.S.	5940	5276	22.8
Tennessee	4547	4730	25.0



# Real People, Real Results

## Program to Date 3/05

Total online participants

N = 125,000

Assessment Completion

N = 85,000

## Participants Tracking steps

Increased daily steps by 2000 or more

34%

## Participant Activity Pattern

Sedentary - < 5000 steps/day

32% Decrease

Light active - 5000 – 7499 steps/day

14% Decrease

Moderate active - 7500 – 9999 steps/day

6% Increase

Active to highly active - 10,000 or > steps/day

48% Increase

## Weight Management Status

Maintained weight

34%

Lost weight

38%

Gained weight

28%



# AOM Affiliates: A Nationwide Network

AOM Affiliates are **reaching millions of Americans** with the message of small changes and how to manage weight effectively through energy balance. They accomplish this by:

- **Holding multiple events each year that attract local PR**
- **Serving as ambassadors at conferences and health fairs**
- **Creating PSAs that air on television and radio stations**
- **Working with local government to issue proclamations and increase AOM visibility**



# Fighting the Obesity Epidemic

America On the Move (AOM) provides a variety of tools to both individuals and groups to help them take action, make change and achieve results.

***But we can't do it alone.***

- America On the Move seeks to partner with other organizations concerned about our nation's health risks due to obesity, and leading corporations that understand the need for innovation in the marketplace to improve health and help stem the tide of the obesity epidemic.
- Our game plan calls for a:

**Wake Up** create awareness and understanding of the issue

**Step Up** engage and inspire individuals to take action

**Shape Up** lead in activating practical program solutions

**Stand Up** help promote advocacy and policy changes



# National Delivery Partners

## Like-minded nonprofits help broaden AOM's reach:

- Partners bring AOM programs to life in local communities across the nation.
- Collaborate with AOM to activate customized programs
  - American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)
  - American Diabetes Association (ADA)
  - American College of Sports Medicine (ACSM)
  - National Coalition for Promoting Physical Activity (NCPPA)
  - YMCA of the USA
  - National Urban League (NUL)
  - National Council of La Raza (NCLR) – in development



# AOM Partners & Supporters



# AOM in the Press

600 million+ media impressions since July '03



PARADE



Reader's Digest

SHAPE.com

The Washington Times

THE WALL STREET JOURNAL  
ONLINE



The Mercury News

CNN.com



# America On the Move Day of Action

## September 28, 2005

America On the Move  
Day of Action



September 28, 2005

### Goals:

- Challenge all Americans to experience how easy it is to achieve energy balance and stop weight gain by taking a pledge to:
  - Move more** - Add an extra 2000 daily steps
  - Eat wisely** - Choose a smart way to eat 100 fewer calories
- Get millions of Americans *On the Move* as participants in walk events to be held simultaneously across the U.S. at local YMCAs, schools, worksites, community organizations and state capitols.
- Recognize and announce the state engaging the most participants as this year's "**Healthiest State On the Move**"



# How Are We Getting the Word Out?

- A **comprehensive media plan** coordinated with partner organizations will promote Day of Action messages and activities and drive consumer awareness and participation.
- Our **national spokesperson**, to be announced, will help make America On the Move Day top-of-mind among consumers through media interviews, television appearances, and a satellite media tour.

Projected Media Impressions	
Event Component	Impressions
National AOM Day press announcement	10 million
National Spokesperson appearances	35 million
Governors' Challenge	25 million
National AOM Day coverage	50 million
Post-event coverage	10 million
AOM Affiliate-generated impressions	<u>20 million</u>
<b>TOTAL</b>	<b>150 million</b>

America On the Move Day of Action will mark the launch of our comprehensive social marketing campaign designed to help consumers understand the concept of “energy balance”.



# Grassroots Success Stories

## Highlights from AOM Affiliates across America

